



FACTSHEET BANDAR AKTIVITI SENI KUALA LUMPUR – BASKL

1. OBJECTIVE

Bandar Aktiviti Seni Kuala Lumpur is a school holiday campaign featuring a collaborative effort with cultural stakeholders to:

- a. Increase attendance, participation, consumption in the arts.
- b. Amplify exhibitions and activities by venues that play host to the arts and cultural scene.
- c. Contribute to the sustainability of the arts and culture sector.
- d. Address recommendations in the Kuala Lumpur as a Cultural and Creative City Report.

2. CAMPAIGN DURATION

17 March 2018 – 1 April 2018

3. PARTICIPATING LOCATIONS

- a. Balai Seni Negara
- b. Jadi Batek
- c. Lost in Chinatown
- d. Illusion 3D Art Museum
- e. KL City Gallery
- f. Dewan Filharmonik Petronas
- g. Kuala Lumpur Performing Arts Centre
- h. Galleri ILHAM
- i. Galeri Petronas
- j. R!UH
- k. Bank Negara Malaysia Museum and Gallery
- l. Carcosa Seri Negara
- m. Islamic Arts Museum Malaysia
- n. MaTiC (Malaysia Tourism Centre)

4. CELEBRITY AMBASSADOR

Siti Saleha – Malaysian Actress

5. REWARDS MECHANICS & EXECUTION

STEP 01	STEP 02		
<p>Scan the QR code at a designated location to collect e-stamps for your digital passport.</p> 	<p>Collect 2 e-stamps and redeem a FREE TEALIVE BEVERAGE.*</p> 	<p>Collect 4 e-stamps and redeem FREE KFC VOUCHERS* WORTH RM20.</p> 	<p>Collect 5 e-stamps and automatically be in the running to WIN A 2D1N staycation.</p> 

Digital Passport read by QR Code.

- QR Code:
 - 'QR' is short for Quick Response.
 - **QR code is 'read' by** a downloaded or built-in QR code scanning application.
 - The information is stored / embedded into the QR code.
 - The QR code will be stationed at the ticketing counter / front desk of each venue / event in an A4-sized acrylic stand or it may be enlarged onto a foam board, depending on the venue.
- Digital Passport:
 - Scan the QR code at the venue visited.
 - If the system detects that you do not have an account, it will prompt you to fill in a form and create your BASKL account.
 - This account will remain throughout all consecutive BAS KL campaign(s).
 - Upon scanning, you will receive a digital stamp on your digital BASKL passport.
 - You will receive a stamp for every visit to a participating cultural attraction.

INCENTIVES & REDEMPTION

- Incentives:



- 2 Stamps: entitles participant to a free Tealive beverage.
 - 4 Stamps: entitles participant to a KFC Voucher worth RM20.00.
 - 5 Stamps: participant stand a chance to win a 2D1N stay at KL Journal Hotel.
- Redemption:
 - Details of redemption and notification of winner(s) to the hotel stay at KL Journal will be sent to participants via email registered to create the BASKL account.
 - While stocks last.

WEBSITE

www.cendana.com.my
